In the Claims:

Claims 1 – 2 canceled.

3.   (Previously presented)   A system for presenting results of a search query pertaining to commercial enterprises, the system comprising a server executing a software application being designed for:

(a)   receiving from a user client networked to said server a search request; and

(b)   providing said user client with data pertaining to a plurality of commercial enterprises matching said search request such that said user of said user client is presented with an image including said plurality of commercial enterprises superimposed over map data, wherein a level of visibility of each commercial enterprise of said plurality of commercial enterprises in said image is determined according to at least one selection criteria provided by a user of said user client or by said server.

4.   (Previously presented)   The system of claim 3, wherein said map data is provided by said server along with said data pertaining to a plurality of commercial enterprises.

5.   (Previously presented)   The system of claim 3, wherein said map data is stored by said user client and said data pertaining to a plurality of commercial enterprises includes information for superimposing each of said plurality of commercial enterprises over said map data.

6.   (Previously presented)   The system of claim 3, wherein said plurality of commercial enterprises include businesses and/or advertised content.

7.   (Previously presented)   The system of claim 3, wherein said at least one selection criteria forms a part of a user-specific profile.

8.   (Previously presented)   The system of claim 3, wherein said user-specific profile is generated by said server according to information provided from said user client.

9.   (Previously presented)   The system of claim 3, wherein said image further displays commercial enterprise-related information for each of said plurality of commercial enterprises matching said search request.

10.   (Previously presented)   The system of claim 9, wherein said commercial enterprise-related information is provided to said user by said server as various layers of information.

11.   (Previously presented)   The system of claim 3, wherein said server is further capable of providing said user with information relating to a group of commercial enterprises.

12.   (Previously presented)   The system of claim 3, wherein said server is also capable of managing an affiliation of said user to consumer clubs associated with at least one commercial enterprise of said plurality of commercial enterprises.

13.   (Previously presented)   The system of claim 3, wherein each of said plurality of commercial enterprises is capable of periodically providing said server with information relating thereto.

14.   (Previously presented)   The system of claim 3, wherein said selection criteria is relevancy of each of said plurality of commercial enterprises to said search request.

15.   (Previously presented)   The system of claim 3, wherein said level of visibility is a function of a graphical display size, color and/or animation of each of said plurality of commercial enterprises.

16.   (Previously presented)   The system of claim 3, wherein said server is capable of enabling bidirectional communication between said user client and each of said plurality of commercial enterprises.

17.   (Previously presented)   The system of claim 3, wherein said at least one selection criteria provided by said server is a subscription fee paid by each of said plurality of commercial enterprises.

18.   (Previously presented)   The system of claim 10, wherein said commercial enterprise-related information is updated dynamically by said server.

19.   (Previously presented)   A system for presenting results of a search query pertaining to commercial enterprises, the system comprising a server executing a software application being designed for:

(a)   receiving from a user client networked to said server a search request; and

(b)   providing said user client with an image displaying a plurality of commercial enterprises matching said search request, wherein a level of visibility of each commercial enterprise of said plurality of commercial enterprises in said image is determined according to at least one selection criteria provided by a user of said user client or said server.

20.   (Previously presented)   The system of claim 19, wherein said at least one selection criteria provided by said user is geographical location.

21.   (Previously presented)   The system of claim 19, wherein said level of visibility is a function of a graphical display size, color and/or animation of each of said plurality of commercial enterprises.

22.   (Previously presented)   The system of claim 19, wherein each of said plurality of commercial enterprises matching said search request is positioned in said image according to its respective location on a map.

23.   (Previously presented) The system of claim 19, wherein said server is also capable of managing an affiliation of said user to consumer clubs associated with at least one commercial enterprise of said plurality of commercial enterprises.

24.   (New) A method of presenting search results of at least one specified category of commercial enterprise on a client machine, the method comprising displaying on a display of the client machine a map and showing on said map respective locations of commercial enterprises of said at least one specified category within an area covered by said map.